

Joint Water Conservation Program Water: More Precious Than Gold 11/5/2022

- Introductions
- Demand Management Program (Water Conservation)
 - Program Creation Process
 - Achievements to Date
 - Things to Come
- Other Resources
- Questions/Comments



Introductions

- Water Conservation Coordinator for AWC
- Past work:
 - City of Tempe
- Achievements to date:
 - Launched three campaigns since Feb 2021
 - Casa Grande: SAVE IT
 - Superior: Sustainability Elevated
 - Coolidge: Every Drop Counts for a Stronger Tomorrow
- Passion for problem solving





• Timeline:



- Comprehensive Water Use Assessment (CWUA)
 - Analytical analysis:
 - What conservation efforts exist in the community?
 - What is AWC already doing for the community?
 - What additional resources would add value in helping conserve water?
- Digital Marketing Campaign
 - Vessel to hold together all conservation efforts
 - Educate residents and businesses on resources available
- Unique, Community-Based Elements
 - Develop elements specific to the community
- Joint Effort
 - Community feedback is integral



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Best Management Practices and Points				
Category 1: Public Awareness/Public Relations			Superstition	
1.1	Local and/or regional conservation campaign	1 point		
1.2	Special events/programs and community presentations	1 point	Х	
1.3	Market surveys to identify information needs/assess success of conservation messages	2 points		
1.4	Distribution plan for water conservation materials	1 point		
Category 2: (Conservation Education and Training			
2.1	Adult education and training programs	1 point		
2.2	Youth conservation education programs	1 point		
2.3	New homeowner landscape information	1 point		
2.4	Xeriscape education garden	1 point		
Category 3: (Outreach Services			
3.1	Residential audit program	1 point	Х	
3.2	Landscape consultations (residential and/or non-residential)	1 point		
3.3	Water budgeting program (non-residential)	1 point		
3.4	Customer high water use inquiry resolution	1 point	Х	
3.5	Customer high water use notification	1 point	Х	
3.6	Water waste investigations and information	1 point	Х	
Category 4: I	Physical System Evaluation and Improvement			
4.1	Distribution system leak detection program	2 points	Х	
4.2	Meter repair and/or replacement program	2 points	Х	
4.3	Comprehensive water system audit program	3 points		
4.4	Installation of advanced metering infrastructure	2 points	9	
			Points	

Water Use Comparison

Estimated Residential Daily Per Capita Water Demand in Arizona

Source	Estimated GPCD	Year of Study
AMWUA	120	2019
USGS / U of A	116-154	2015
ADWR	145	2010

Residential Daily Per Capita Water Demand in Gold Canyon



Largest opportunities for water conservation in Gold Canyon:

- Commercial users
 - Focus: Outdoor water use in parks, housing developments
 - Opportunity to:
 - reduce irrigation demand through turf replacement
 - Xeriscaping
 - irrigation efficiency upgrades, etc
- Residential users
 - Largest customer category in service area
 - Opportunity to reduce GPCD to below statewide average
 - Focus on public awareness campaigns



Demand Management Program: Achievements

- Logo Development
 - Community vote on the logo
 - Around 100 participants



- Facebook Page: Link
 - Monthly topics with weekly posts
 - Promoting conservation tips, water resource information, and relevant water information
- Landing Page and FAQ page: <u>Link</u>
 - Explains the program
 - Living FAQs that can be adjusted as needed
- Pre-Campaign Survey
 - Launched 9/26
 - Over 80 participants, need >100



- Campaign Strategy Guide
 - Explains the social media plan for posting, social media comment management, logo details, etc.
- Launch Video: <u>Link</u>
 - Explains the program and campaign
 - Features:
 - Harold Christ
 - Supervisor Serdy
 - Kim Yeagley
 - Lives on the landing and Facebook page



Demand Management Program: Things to come

- Results of Pre-Survey
 - Wrap up end of November 2022
 - Will be incorporated into the Facebook Posts
- Post Survey
 - Will launch ~November 2023
 - Determine how public perceives the campaign
- Water Journey
 - Tells the story of how water gets to Gold Canyon
 - Will launch December 2022
- Negative comments on social media
 - Use for future content for Facebook Posts
 - Create video series when possible on topics



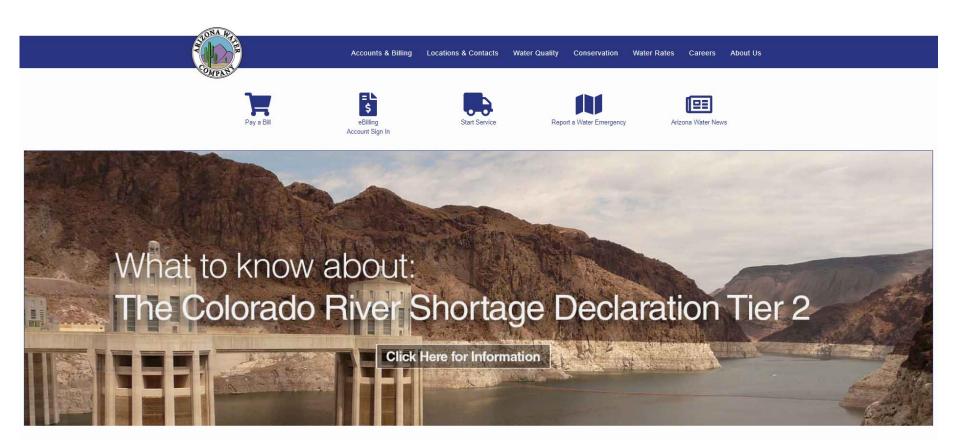
Demand Management Program: Things to come

- Individualized effort:
 - Quarterly presentations Jan 2023
 - On various water related topics
 - Features expect guest speakers (within or outside of AWC)
 - Large Landscape Irrigation Water Audits with Gary Woodard
 - Local Water Resource expert
 - Grant from ADWR in 2022
 - Two already done in early 2022
 - Peralta Trails Community Association
 - Superstition Mountain HOA
 - Will do more this year and early 2023



Other Resources

Colorado River Updates: Link



Questions?

Email General conservation mailbox: <u>savewater@azwater.com</u> Or AWC Water Conservation Coordinator Raluca: <u>rmihalcescu@azwater.com</u>